

## Adopt SOA Quickly and Cost-Effectively

The promise of SOA is not lost on anyone; however, the value of such a transformational framework is not in its completeness but in successfully using it as a tool for IT-business alignment. Now, more than ever, we need to take a pragmatic approach to SOA, ensuring that organizations realize benefits of their SOA investments quickly and cost-effectively.

Recently, we spoke with Ian Finley (Vice President, AMR Research) and Aman Khan (VP IT, Star Alliance) and asked them to describe how organizations can adopt SOA successfully and share their experiences using it as a tool to improve customer loyalty and increase business agility. The resulting webcast covers:

- How the travel, transportation, hospitality, and logistics industries can leverage SOA
- How to determine if SOA is the right solution for your company
- How you can execute SOA without affecting your day-to-day operations
- Practical insights and best practices for implementing SOA

[View the Webcast](#)

## First Ever Automatic Document Checking Solution

TCS helped Star Alliance launch its premier alliance product for automatic document checking, aimed at simplifying the complex task of verifying documentation for travelers.

"The automatic document checking solution helps carriers to significantly expedite check-in processes," said Lee Hock Lye (Vice President, Products and Services, Star Alliance). "As airline costs continue to rise, carriers need solutions that reduce cost, improve travel efficiency, and boost customer satisfaction; automatic document checking does just this."

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## Avis Gets Set for Expansion

Avis Budget Group Inc. needed to relieve the constraints of existing legacy applications to support its expansion into new markets. The strategic value TCS delivered to Avis enabled the company to grow the local market, decrease IT costs through offshore leverage, and lower its manpower costs.

[Read Consulting Magazine Article](#)

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## A Global Logistics Company Creates a Unified View of its Customers

One of the world's leading transportation and logistics service providers collaborated with TCS to integrate its global customer management processes, which facilitated a unified view of its customers and delivered a differentiated customer experience at all interaction points.

[Read Case Study](#)

## Optimizing Repositioning of Empty Logistics Assets

The movement of empty containers can account for 7-20% of SG&A costs for a large transporter. Optimizing the movement of empty containers therefore presents an opportunity for firms to significantly reduce costs in their operations.

In this podcast, Dr. Siddhartha Sengupta (Principal Scientist, Complex Decision Support Systems Group, Tata Consultancy Services) outlines the key elements of an approach that transportation and logistics companies can adopt to minimize empty container movement to drastically reduce associated costs.

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## About TCS' Travel, Transportation & Hospitality Industry Solutions Unit

TCS' Travel, Transportation & Hospitality Industry Solutions Unit provides full services across all industry formats and business areas. With integrated IT, IS and BPO services, we help clients derive significant cost, efficiency, and productivity benefits. For more information, visit [www.tcs.com/travel](http://www.tcs.com/travel) or contact us at [global.tth@tcs.com](mailto:global.tth@tcs.com).